



WFTV-TV  
P.O. Box 863324  
Orlando, FL 32886-3324  
ph: (407) 841-9000  
fx: (407) 841-8259

Advertiser  
Agency  
Buyer  
Salesperson

Crossroads GPS (13649)  
Mentzer Media Services, Inc. (3427)  
CLOYD, ELISE  
Telerep/Washington DC, Washington DC  
(1040)  
ph: (555) 555-5555  
Political - Issue (1068)  
1954 CROSSROADS GPS (135670)  
National/Political  
1954/06289682

Invoice 627599  
Inv Date 8/26/2012  
Terms Net 30  
Contract 328001  
Bill Type Standard  
Period 7/30/2012 - 8/26/2012

Mentzer Media Services, Inc.  
600 Fairmount Avenue  
Suite 306  
Towson, MD 21286

AgM

Product  
Brand  
Acct Types  
Est/Headline  
Demo  
Revision  
Comments

CROSSROADS GPS  
CROSSROADS GPS

CO-OP/Order Type No/Normal  
Package  
Gen. Date 8/28/2012 5:45:59PM

## OFFICIAL BILLING INVOICE

### Orlando (WFTV)

| Line | Type | Scheduled           | Schedule Days to Run | Air Time              | Length | Copy/ISCI   | Amount    | Remarks               |
|------|------|---------------------|----------------------|-----------------------|--------|-------------|-----------|-----------------------|
| 1.0  | Spot | 7:00:00AM- 9:00:00  | Day,Th-1,F-1         | 08/23/12 8:41AM (Th)  | 00:30  | FLSNTV01GPH | \$2300.00 |                       |
| 1.0  | Spot | 7:00:00AM- 9:00:00  | Day,Th-1,F-1         | 08/24/12 7:42AM (Fr)  | 00:30  | FLSNTV01GPH | \$2300.00 |                       |
| 2.0  | Spot | 11:00:00AM-12:00:00 | Day,Th-1,F-1         | 08/23/12 11:31AM (Th) | 00:30  | FLSNTV01GPH | \$1200.00 |                       |
| 2.0  | Spot | 11:00:00AM-12:00:00 | Day,Th-1,F-1         | 08/24/12 11:33AM (Fr) | 00:30  | FLSNTV01GPH | \$1200.00 |                       |
| 3.0  | Spot | 12:00:00PM- 1:00:00 | Day,Th-2,F-2         | 08/23/12 12:11PM (Th) | 00:30  | FLSNTV01GPH | \$1000.00 |                       |
| 3.0  | Spot | 12:00:00PM- 1:00:00 | Day,Th-2,F-2         | 08/23/12 12:38PM (Th) | 00:30  | FLSNTV01GPH | \$1000.00 |                       |
| 3.0  | Spot | 12:00:00PM- 1:00:00 | Day,Th-2,F-2         | 08/24/12 12:29PM (Fr) | 00:30  | FLSNTV01GPH | \$1000.00 |                       |
| 3.0  | Spot | 12:00:00PM- 1:00:00 | Day,Th-2,F-2         | 08/24/12 12:52PM (Fr) | 00:30  | FLSNTV01GPH | \$1000.00 |                       |
| 4.0  | Spot | 5:00:00PM- 6:00:00  | Day,Th-1,F-1         | 08/23/12 5:53PM (Th)  | 00:30  | FLSNTV01GPH | \$2500.00 |                       |
| 4.0  | Spot | 5:00:00PM- 6:00:00  | Day,Th-1,F-1         | 08/24/12 5:28PM (Fr)  | 00:30  | FLSNTV01GPH | \$2500.00 |                       |
| 5.0  | Spot | 6:00:00PM- 6:30:00  | Day,Th-1,F-1         | 08/23/12 6:22PM (Th)  | 00:30  | FLSNTV01GPH | \$3500.00 |                       |
| 5.0  | Spot | 6:00:00PM- 6:30:00  | Day,Th-1,F-1         | 08/24/12 6:29PM (Fr)  | 00:30  | FLSNTV01GPH | \$3500.00 |                       |
| 6.0  | Spot | 7:00:00PM- 7:30:00  | Day,Th-1,F-2         | 08/23/12 6:59PM (Th)  | 00:30  | FLSNTV01GPH | \$4200.00 |                       |
| 6.0  | Spot | 7:00:00PM- 7:30:00  | Day,Th-1,F-2         | 08/24/12 7:07PM (Fr)  | 00:30  | FLSNTV01GPH | \$4200.00 |                       |
| 6.0  | Spot | 7:00:00PM- 7:30:00  | Day,Th-1,F-2         | 08/24/12 7:29PM (Fr)  | 00:30  | FLSNTV01GPH | \$4200.00 |                       |
| 8.0  | Spot | 11:35:00PM-12:05:00 | Day,Th-1,F-1         | 08/23/12 12:01AM (Th) | 00:30  | FLSNTV01GPH | \$2250.00 |                       |
| 8.0  | Spot | 11:35:00PM-12:05:00 | Day,Th-1,F-1         | 08/24/12 11:55PM (Fr) | 00:30  | FLSNTV01GPH | \$2250.00 |                       |
| 9.0  | Spot | 11:00:00PM-11:35:00 | Day,Th-2,F-2,Su-2    | 08/23/12 11:12PM (Th) | 00:30  | FLSNTV01GPH | \$2250.00 |                       |
| 9.0  | Spot | 11:00:00PM-11:35:00 | Day,Th-2,F-2,Su-2    | 08/23/12 11:34PM (Th) | 00:30  | FLSNTV01GPH | \$2250.00 |                       |
| 9.0  | Spot | 11:00:00PM-11:35:00 | Day,Th-2,F-2,Su-2    | 08/24/12 11:25PM (Fr) | 00:30  | FLSNTV01GPH | \$2250.00 |                       |
| 9.0  | Spot | 11:00:00PM-11:35:00 | Day,Th-2,F-2,Su-2    | 08/24/12 11:34PM (Fr) | 00:30  | FLSNTV01GPH | \$2250.00 |                       |
| 9.0  | Spot | 11:00:00PM-11:35:00 | Day,Th-2,F-2,Su-2    | 08/26/12 11:14PM (Su) | 00:30  | FLSNTV01GPH | \$2250.00 |                       |
| 9.0  | Spot | 11:00:00PM-11:35:00 | Day,Th-2,F-2,Su-2    | 08/26/12 11:22PM (Su) | 00:30  | FLSNTV01GPH | \$2250.00 |                       |
| 10.1 | Spot | 7:30:00PM-10:30:00  | Day,Th-2             | 08/23/12 9:03PM (Th)  | 00:30  | FLSNTV01GPH | \$5000.00 |                       |
| 10.1 | Spot | 7:30:00PM-10:30:00  | Day,Th-2             | 08/23/12 10:02PM (Th) | 00:30  | FLSNTV01GPH | \$5000.00 |                       |
| 12.0 | Spot | 12:00:00PM-12:30:00 | Day,Sa-1             | 08/25/12 12:26PM (Sa) | 00:30  | FLSNTV01GPH | \$600.00  |                       |
| 13.0 | Spot | 6:00:00PM- 6:30:00  | Day,Sa-1             | 08/25/12 6:29PM (Sa)  | 00:30  | FLSNTV01GPH | \$1600.00 |                       |
| 14.0 | Spot | 12:00:00PM-12:30:00 | Day,Su-1             | 08/26/12 12:29PM (Su) | 00:30  | FLSNTV01GPH | \$600.00  |                       |
| 15.0 | Spot | 6:00:00PM- 6:30:00  | Day,Su-1             | 08/26/12 6:26PM (Su)  | 00:30  | FLSNTV01GPH | \$2200.00 |                       |
| 16.0 | Spot | 7:00:00PM- 8:00:00  | Day,Su-2             | 08/26/12 7:20PM (Su)  | 00:30  | FLSNTV01GPH | \$3000.00 |                       |
| 16.0 | Spot | 7:00:00PM- 8:00:00  | Day,Su-2             | 08/26/12 7:43PM (Su)  | 00:30  | FLSNTV01GPH | \$3000.00 |                       |
| 17.0 | Spot | 11:30:00PM-12:00:00 | Day,Su-1             | 08/26/12 11:47PM (Su) | 00:30  | FLSNTV01GPH | \$500.00  |                       |
| 28.0 | Spot | 7:30:00PM- 8:00:00  | Day,F-2              | 08/24/12 7:38PM (Fr)  | 00:30  | FLSNTV01GPH | \$4200.00 | M/G For 7.0.1,7.0.2   |
| 28.0 | Spot | 7:30:00PM- 8:00:00  | Day,F-2              | 08/24/12 7:52PM (Fr)  | 00:30  | FLSNTV01GPH | \$4200.00 | M/G For 7.0.1,7.0.2   |
| 29.0 | Spot | 8:00:00PM- 9:00:00  | Day,F-2              | 08/24/12 8:00PM (Fr)  | 00:30  | FLSNTV01GPH | \$4500.00 | M/G For 11.0.1,11.0.2 |
| 29.0 | Spot | 8:00:00PM- 9:00:00  | Day,F-2              | 08/24/12 8:21PM (Fr)  | 00:30  | FLSNTV01GPH | \$4500.00 | M/G For 11.0.1,11.0.2 |

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



|             |               |
|-------------|---------------|
| Gross Total | \$92,500.00   |
| Commission  | (\$13,875.00) |
| Net Total   | \$78,625.00   |

Total Spots 36

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.

Officially printed on 10/02/12 05:27 PM

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